

DUPLICATE

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Waterfront Strategies
Attention: Accounts Payable
1010 Wisconsin Avenue, Suite 800
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
SEIU	SEIU	1434

Flight Dates	Order #	Alt Order #
10/09/12 - 10/22/12	937088	06254309

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	112	119

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/19/12	10-11a Anderson Cooper 10-11a		-TWTF--	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	1	\$275.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	F	10/12/12	10:32 AM	10-11a Anderson Cooper	10-11a	:30	SEIU12-FL18-T05H
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-TWTF--	1	\$275.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	2	WPBF	Th	10/18/12	10:47 AM	10-11a Anderson Cooper	10-11a	:30	SEIU12-FL18-T05H
2	10/16/12	10/19/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF--	:30	2	\$800.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-TWTF--	2	\$800.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	2	WPBF	Th	10/18/12		M-SUN WPBF News 25 @ 11PM 11-11:35PM		:00	
						Credited			
	1	WPBF	F	10/19/12	11:25 PM	M-SUN WPBF News 25 @ 11PM 11-11:35PM		:30	SEIU12-FL18-T05H
3	10/09/12	10/19/12	The View	11A-12PM	-TWTF--	:30	1	\$550.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	1	\$550.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	1	WPBF	F	10/12/12		The View	11A-12PM	:00	
						Credited			
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-TWTF--	1	\$550.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	2	WPBF	W	10/17/12	10:58 AM	The View	11A-12PM	:30	SEIU12-FL18-T05H
4	10/09/12	10/19/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	2	\$325.00	NM
	Class of Time - Pre-emptible with notice								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/08/12	10/14/12	-TWTF--	2	\$325.00			
	<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>
	2	WPBF	Th	10/11/12	12:22 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SEIU12-FL18-T05H
	1	WPBF	F	10/12/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SEIU12-FL18-T05H
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			



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Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/09/12	10/19/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	:30	2	\$325.00	NM
Class of Time - Pre-emptible with notice									
	10/15/12	10/21/12			-TWTF--		3	\$325.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WPBF	W	10/17/12	12:08 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SEIU12-FL18-T05H	\$325.00 NM
3	WPBF	Th	10/18/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SEIU12-FL18-T05H	\$325.00 NM
4	WPBF	F	10/19/12	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SEIU12-FL18-T05H	\$325.00 NM
5	10/09/12	10/19/12	M-F 3-4P	M-F 3-4P	MTWTF--	:30	1	\$375.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-TWTF--	1	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/09/12	3:30 PM	M-F 3-4P	M-F 3-4P	:30	SEIU12-FL18-T05H	\$375.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	1	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	10/18/12	3:47 PM	M-F 3-4P	M-F 3-4P	:30	SEIU12-FL18-T05H	\$375.00 NM
6	10/09/12	10/19/12	Dr. Oz	4-5p	-TWTF--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-TWTF--	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/12/12	4:19 PM	Dr. Oz	4-5p	:30	SEIU12-FL18-T05H	\$500.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/16/12	4:12 PM	Dr. Oz	4-5p	:30	SEIU12-FL18-T05H	\$500.00 NM
7	10/09/12	10/19/12	4:30a-5a	430a-5a	-TWTF--	:30	2	\$65.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-TWTF--	2	\$65.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/09/12	4:39 AM	4:30a-5a	430a-5a	:30	SEIU12-FL18-T05H	\$65.00 NM
1	WPBF	W	10/10/12	4:55 AM	4:30a-5a	430a-5a	:30	SEIU12-FL18-T05H	\$65.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	2	\$65.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	Tu	10/16/12	4:39 AM	4:30a-5a	430a-5a	:30	SEIU12-FL18-T05H	\$65.00 NM
3	WPBF	Th	10/18/12	4:55 AM	4:30a-5a	430a-5a	:30	SEIU12-FL18-T05H	\$65.00 NM
8	10/09/12	10/19/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	2	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-TWTF--	2	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/09/12	5:11 AM	WPBF News 25 @ 5am	5-530am	:30	SEIU12-FL18-T05H	\$175.00 NM
1	WPBF	F	10/12/12	5:00 AM	WPBF News 25 @ 5am	5-530am	:30	SEIU12-FL18-T05H	\$175.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	2	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	Tu	10/16/12	5:23 AM	WPBF News 25 @ 5am	5-530am	:30	SEIU12-FL18-T05H	\$175.00 NM
3	WPBF	W	10/17/12	5:09 AM	WPBF News 25 @ 5am	5-530am	:30	SEIU12-FL18-T05H	\$175.00 NM
9	10/09/12	10/19/12	M-F 5pm News	5-6pm	-TWTF--	:30	2	\$450.00	NM
Class of Time - Pre-emptible with notice									



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937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/09/12	10/19/12	M-F 5pm News	5-6pm	-TWTF--	:30	2	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/09/12	5:44 PM	M-F 5pm News	5-6pm	:30	SEIU12-FL18-T05H	\$450.00 NM
2	WPBF	F	10/12/12		M-F 5pm News	5-6pm	:00		\$450.00 NM
Credited									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	Th	10/18/12	5:29 PM	M-F 5pm News	5-6pm	:30	SEIU12-FL18-T05H	\$450.00 NM
3	WPBF	F	10/19/12	5:13 PM	M-F 5pm News	5-6pm	:30	SEIU12-FL18-T05H	\$450.00 NM
10	10/09/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	2	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/09/12	5:43 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$275.00 NM
1	WPBF	W	10/10/12	5:55 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$275.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	2	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	Tu	10/16/12	5:56 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$275.00 NM
3	WPBF	Th	10/18/12	5:44 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$275.00 NM
11	10/09/12	10/19/12	WPBF News 25 @ 6:00PM	6:30PM	-TWTF--	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	2	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/09/12	6:25 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SEIU12-FL18-T05H	\$600.00 NM
1	WPBF	W	10/10/12	6:22 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SEIU12-FL18-T05H	\$600.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	2	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	10/17/12		WPBF News 25 @ 6:00PM	6-6:30PM	:00		\$600.00 NM
Credited									
4	WPBF	F	10/19/12	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SEIU12-FL18-T05H	\$600.00 NM
12	10/09/12	10/19/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/10/12	6:13 AM	WPBF News 25 Mornings	6-7AM	:30	SEIU12-FL18-T05H	\$400.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/16/12	6:13 AM	WPBF News 25 Mornings	6-7AM	:30	SEIU12-FL18-T05H	\$400.00 NM
13	10/09/12	10/19/12	Good Morning America	7-9AM	-TWTF--	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/12/12	8:48 AM	Good Morning America	7-9AM	:30	SEIU12-FL18-T05H	\$550.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/09/12	10/19/12	Good Morning America	7-9AM	-TWTF--	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
	10/15/12	10/21/12	-TWTF--				1	\$550.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/16/12	8:54 AM	Good Morning America	7-9AM	:30	SEIU12-FL18-T05H	\$550.00 NM
14	10/09/12	10/19/12	Dr. Oz M-F 9-10a	9-10a	-TWTF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-TWTF--	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/09/12	9:56 AM	Dr. Oz M-F 9-10a	9-10a	:30	SEIU12-FL18-T05H	\$275.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/17/12	9:41 AM	Dr. Oz M-F 9-10a	9-10a	:30	SEIU12-FL18-T05H	\$275.00 NM
15	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----1-	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	5:16 AM	Sat 5-6am News	Sat 5-6am	:30	SEIU12-FL18-T05H	\$75.00 NM
16	10/13/12	10/20/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1-	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/13/12	6:25 AM	Sat 6-7am News	Sat 6-7am	:30	SEIU12-FL18-T05H	\$175.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----1-	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Sa	10/20/12	6:30 AM	Sat 6-7am News	Sat 6-7am	:30	SEIU12-FL18-T05H	\$175.00 NM
17	10/13/12	10/20/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/13/12	7:00 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	SEIU12-FL18-T05H	\$350.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----1-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Sa	10/20/12	6:58 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	SEIU12-FL18-T05H	\$350.00 NM
18	10/13/12	10/20/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/13/12	8:39 AM	Sat 8-9am News	Sat 8-9am	:30	SEIU12-FL18-T05H	\$350.00 NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----1-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Sa	10/20/12		Sat 8-9am News	Sat 8-9am	:00		\$350.00 NM
Credited									
19	10/14/12	10/21/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/14/12 11:55 PM Sun 11:35pm Late News 1135p-12am :30 SEIU12-FL18-T05H \$350.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Su 10/21/12 11:54 PM Sun 11:35pm Late News 1135p-12am :30 SEIU12-FL18-T05H \$350.00 NM									
20	10/14/12	10/21/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/14/12 5:39 AM Sun 5-6am News Sun 5-6am :30 SEIU12-FL18-T05H \$75.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Su 10/21/12 5:12 AM Sun 5-6am News Sun 5-6am :30 SEIU12-FL18-T05H \$75.00 NM									
21	10/14/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$125.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/14/12 6:39 AM Sun 6-7am News Sun 6-7am :30 SEIU12-FL18-T05H \$125.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Su 10/21/12 6:27 AM Sun 6-7am News Sun 6-7am :30 SEIU12-FL18-T05H \$125.00 NM									
22	10/14/12	10/21/12	Sun 630pm News	630-7pm	-----1	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPBF Su 10/14/12 Sun 630pm News 630-7pm :00 \$400.00 NM Credited									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/21/12 Sun 630pm News 630-7pm :00 \$400.00 NM Credited									
23	10/14/12	10/21/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/14/12 8:24 AM Sun 8-9am News Sun 8-9am :30 SEIU12-FL18-T05H \$300.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Su 10/21/12 8:08 AM Sun 8-9am News Sun 8-9am :30 SEIU12-FL18-T05H \$300.00 NM									
24	10/22/12	10/22/12	4:30a-5a	430a-5a	1-----	:30	1	\$65.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/22/12	10/22/12	4:30a-5a	430a-5a	1-----	:30	1	\$65.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/22/12 4:43 AM 4:30a-5a 430a-5a :30 SEIU12-FL18-T05H \$65.00 NM									
25	10/15/12	10/22/12	WPBF News 25 @ 5am	5-530am	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 5:14 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 1----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 10/22/12 5:09 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
26	10/15/12	10/15/12	M-F 5pm News	5-6pm	1-----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 5:14 PM M-F 5pm News 5-6pm :30 SEIU12-FL18-T05H \$450.00 NM									
27	10/15/12	10/22/12	WPBF News 25 Mornings	5:30-5:57am	1-----	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 5:57 AM WPBF News 25 Mornings @ 5:30(5:30-5:57am :30 SEIU12-FL18-T05H \$275.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 10/22/12 5:28 AM WPBF News 25 Mornings @ 5:30(5:30-5:57am :30 SEIU12-FL18-T05H \$275.00 NM									
28	10/15/12	10/15/12	WPBF News 25 @ 6:00PM	6-6:30PM	1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 1----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/15/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 \$600.00 NM									
Credited									
29	10/09/12	10/12/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	2	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/10/12 5:30 AM WPBF News 25 Mornings @ 5:30(5:30-5:57am :30 SEIU12-FL18-T05H \$300.00 NM									
2 WPBF F 10/12/12 5:30 AM WPBF News 25 Mornings @ 5:30(5:30-5:57am :30 SEIU12-FL18-T05H \$300.00 NM									
30	10/16/12	10/19/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	2	\$275.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/16/12 4:59 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$275.00 NM									
1 WPBF Th 10/18/12 5:12 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$275.00 NM									
31	10/16/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									

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Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	10/16/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
	10/15/12	10/21/12	-TWTF--		1		\$350.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	5:43 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$350.00 NM
32	10/16/12	10/19/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	1	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	6:43 AM	WPBF News 25 Mornings	6-7AM	:30	SEIU12-FL18-T05H	\$700.00 NM
33	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	-----S-	:30	1	\$150.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	5:56 AM	Sat 5-6am News	Sat 5-6am	:30	SEIU12-FL18-T05H	\$150.00 NM
34	10/18/12	10/19/12	WPBF News 25 @ 5am	5-530am	---TF--	:30	1	\$250.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---TF--	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	4:59 AM	WPBF News 25 @ 5am	5-530am	:30	SEIU12-FL18-T05H	\$250.00 NM
35	10/18/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	---TF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---TF--	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	5:41 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$350.00 NM
36	10/22/12	10/22/12	WPBF News 25 Mornings	6-7AM	M-----	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	6:30 AM	WPBF News 25 Mornings	6-7AM	:30	SEIU12-FL18-T05H	\$800.00 NM
37	10/22/12	10/22/12	WPBF News 25 Mornings	5:30-5:57am	M-----	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	M-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	5:56 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	SEIU12-FL18-T05H	\$400.00 NM
Total Spots							68		

Payment Terms 30 Days

<u>Gross Total</u>	\$21,675.00
<u>Agency Commission</u>	\$3,251.25
<u>Net Amount Due</u>	\$18,423.75